



THE CITY OF SAN DIEGO

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## **Cultural Tourism Summit Generates New Ideas and Collaborations to Promote Arts and Culture to Visitors**

FOR IMMEDIATE RELEASE- January 24, 2011 - SAN DIEGO – Mayor Jerry Sanders was on hand at the Old Globe Theatre earlier this week to welcome over 100 arts, culture and visitor industry volunteers and professionals to the 2011 Cultural Tourism Summit. Presented by the City of San Diego Commission for Arts and Culture in collaboration with the San Diego Convention and Visitors Bureau, these summits are an opportunity to develop creative and collaborative initiatives to help draw visitors who participate in arts and culture activities during their trip. Programs are also developed and expanded to encourage San Diegans to participate in arts and culture activities in their own home town.

Sanders acknowledged that “the working relationship between the arts and tourism community in San Diego has been a model and a boon to economic development.” San Diego has been at the forefront of Cultural Tourism development for nearly twenty years and collaborative and creative efforts continue to fuel our economy by drawing visitors who stay longer and spend more.

In addition, Mayor Sanders acknowledged the contribution that arts and culture makes towards developing San Diego’s reputation as “a city known for innovation and creativity.” He encouraged attendees to continue to communicate their value to our region and congratulated them on the good work they do.

The summit, themed *Paradise Found: Mapping San Diego*, included a presentation by Ray Ashley, Executive Director of the Maritime Museum of San Diego. The upcoming exhibition, *Cook, Melville and Gauguin: Three Voyages to Paradise, May 2011- Jan. 2012*, provided the foundation for creative brainstorming around what other programming, packages and promotions could be developed around the theme of travel, discovery, adventure and paradise.

In addition, representatives from Americans for the Arts shared details on the upcoming national convention planned for San Diego on June 16-18, 2011. Breakout sessions focused on ways to encourage conference attendees, as well as local San Diegans, to visit our arts and culture attractions and discover how the arts have transformed some of our neighborhoods into true cultural districts.

“The ideas generated by this group have truly set the course for our work going forward,” said Victoria Hamilton, Executive Director, City of San Diego Commission for Arts and Culture. “As we set sail toward the future, exciting projects like Balboa Park 2015 Celebration and the Convention Center expansion which includes a rooftop performing art facility, will strengthen our reputation as a Vibrant City with a Vibrant Culture and entice more and more visitors to our region.”

*The mission of the City of San Diego Commission for Arts and Culture is to vitalize the city by integrating arts and culture into community life while supporting the region’s cultural assets and showcasing San Diego as an international cultural destination. For more information call (619) 236-6778 or visit [www.VibrantCultureVibrantCity.com](http://www.VibrantCultureVibrantCity.com)*

